

2X1
This invention relates to monitoring the display of content by a computer system and observation of the content. ¶

Please replace the ~~sentence~~ beginning at page 16, lines 17-22, with the following rewritten sentence:

2X2
¶ In yet a further aspect of the invention, the display of content that is provided by a content provider site over a network to the content display site is monitored to produce monitoring information, then the monitoring information is transferred to a remote site of the network that is different from the content provider site. ¶

Please replace the ~~sentence~~ beginning at page 17, lines 21-27, with the following rewritten sentence:

2X3
cont
¶ This aspect of the invention relieves the primary content provider of the need to manage the storage of content, while reserving control over the provision of that content to the primary content provider, thereby enabling the content provider to ensure that the bandwidth

R3
Conel
requirement of the content provided from the content
provider site are met. *W*

Please replace the ~~the~~ sentence beginning at page 18
line 32 through page 19, line 3, with the following
rewritten sentence:

R4
W In particular, the invention can enable
monitoring of the displayed content in a manner that
provides monitoring information from which aspects of the
observer's observation of the content can be gleaned. *W*

Please replace ~~the~~ the sentence beginning at page 21,
lines 4-7, with the following rewritten sentence:

R5
W Review of the monitoring information produced
by the monitoring instructions can enable conclusions
regarding the observer's observation of the content to be
deduced, as explained in more detail below. *W*

Please replace the ~~the~~ sentence beginning at page 38,
lines 17-23, with the following rewritten sentence:

Ab
Or, the display of the content can be ordered
so that the content that must be displayed ("required
content") is displayed first; if the monitoring method
detects that the content display site is displaying the
other content without first having displayed the required
content, then suppression of the required content has been
detected. *M*

Please replace the ~~the~~ sentence beginning at page 44,
line 33 through page 45, line 5, with the following rewritten
sentence:

AT
In the embodiment of the invention illustrated
in FIGS. 5A, 5B, and 5C, a user interface (e.g., GUI) can be
provided on the content provider site computer to enable the
owner (or representative) of the content provider site to
access monitoring information stored at the application
manager site regarding content displays provided by the
content provider site. *M*

Please replace the ~~sentence~~ beginning at page 46,
lines 5-7, with the following rewritten sentence:

AS
~~AA~~ This embodiment of the invention also can
enable all of the functionality described above for the
system illustrated in FIGS. 5A, 5B and 5C. ~~AA~~ *A1*

Please replace the ~~sentence~~ beginning at page 47,
lines 26-28, with the following rewritten sentence:

AS9
~~AA~~ The primary content provider user interface can
provide the same functionality as described above with
respect to FIGS. 5A, 5B, and 5C. ~~AA~~

Please replace the ~~sentence~~ beginning at page 48,
lines 15-17, with the following rewritten sentence:

X10
~~AA~~ The secondary content user interface can also
provide functionality similar to that described above with
respect to FIGS. 5A, 5B, and 5C. ~~AA~~